

ABSTRACT OF THE DISCLOSURE

A client device that is configured for communications with a multiplicity of other client devices via a communications network, includes a first device for effecting an advertisement download communication link between the client device and an advertisement distribution server system, via the communications network, at selected advertisement download times, a second device for effecting a data communication link with a data communications service provider, via the communications network, wherein the advertisement download communication link and the data communication link are separate communication links, a third device for downloading advertisements from the advertisement distribution server system via the advertisement download communication link, a fourth device for storing downloaded advertisements on a storage medium associated with the client device, and a fifth device for displaying at least selected ones of the stored advertisements, in accordance with ad display parameters prescribed by the advertisement distribution server system.